



Executive Office

P.O. Box 942701

Sacramento, CA 94229-2701

Telecommunications Device for the Deaf – (916) 795-3240

(916) 795-3829, FAX (916) 795-3410

March 18, 2008

AGENDA ITEM 8

TO: MEMBERS OF THE BENEFITS AND PROGRAM ADMINISTRATION COMMITTEE

- I. SUBJECT:** CalPERS 2008 Retirement Planning Fairs
- II. PROGRAM:** Customer Service and Education Division
- III. RECOMMENDATION:** This is an information item
- IV. ANALYSIS:**

Background

In 2000, as part of its ongoing efforts to equip members with the resources necessary to develop their retirement strategies, CalPERS designated May as Retirement Planning Month and held the first CalPERS Retirement Planning Fair at the State Capitol. Due to the success of this event, CalPERS decided to offer these Fairs annually and expand them to multiple locations throughout California.

Discussion

The Customer Service and Education Division has developed objectives to support a four year campaign to expand the event schedule and provide more locations to reach our membership throughout the State. This year, the Fairs are scheduled over a period of eight months beginning in late April and ending in early November. A total of 23 events are scheduled and will be held in 20 different cities, with six of these events held on Saturdays. Our goal, by 2011, is to afford all members the opportunity to attend an event and increase our attendance by 50% over fiscal year 2005/06.

CalPERS is hosting its ninth year of the Retirement Planning Fairs. The theme, *"It's Never Too Early... It's Never Too Late,"* will be carried over from last year and will continue to support our Fair events for the next four years. The message of this theme supports our goal to encourage members to plan their retirement strategies as early as possible in their careers in order to have options available when they retire.

Program Representatives

A key benefit to our members who attend, is the ability to speak in person with a variety of retirement experts in one location. The following program areas are scheduled to be present to answer questions and provide information and materials to our members:

- CalPERS
 - Health Benefits
 - Long-Term Care Program
 - Member Home Loan Program
 - Regional Offices
 - Retirement Estimates
 - Service Credit Purchases
 - Supplemental Income Plans
- External Partners
 - California School Employees' Association – active and retired
 - California State Employees' Association – active and retired
 - Retired Public Employees' Association
 - Savings Plus Program (11 events based on membership population)
 - Social Security Administration
 - State Teachers' Retirement System

Recommendations from 2007

Below is a brief summary of the feedback received from members and CalPERS staff at the completion of our 2007 Fairs. These recommendations have been incorporated into this year's events.

- Develop a four-year strategic approach to provide members access to these events in both underserved and major metropolitan areas based on member and employer demographics and cities previously visited.
- Reserve facilities capable of accommodating larger crowds.
- Schedule more Saturday events where possible to attract diverse membership and increase CalPERS availability to members.
- Develop a survey method to capture member demographics as visitors arrive.

New for 2008

Based on feedback from members and staff on the 2007 events, the following enhancements have been made to this year's Retirement Planning Fairs:

- Expanded event schedule over eight months – To provide additional flexibility for members, the Fairs will increase the options of available dates and locations. This year, CalPERS is offering 23 total events at three of the 20 locations. Fairs will be held for two days. See Retirement Planning Fair

Schedule, Attachment A.

- Saturday Events – We have doubled the number of Saturday Fairs from the previous year. The Saturday events are:
 - San Jose -- May 17th
 - Ontario -- June 7th
 - Sacramento -- August 23rd
 - Palm Desert -- October 18th
 - Palmdale -- October 25th
 - Norwalk - November 1st
- Workshops – We are increasing the number of classroom-style workshops from five workshops, offered in 2007, to eight workshops. These workshops are 45-minute sessions and several will be conducted multiple times throughout the day during each event. The workshops offered this year include:
 - Retirement Benefit Basics
 - The Service Credit Factor
 - CalPERS Health Benefits, Medicare and You
 - How to Supplement Your Retirement Income and Get a Tax Break too
 - Home Loan Workshop
 - Discover the Benefits of CalPERS Online Services
 - Social Security Workshop
 - Savings Plus Program 457 and 401k for State employees (11 events based on membership population)
- Online pre-registration- This year, the CalPERS Education Center (CEC) will provide the capability for our members to pre-register online for any Fair event. This will allow staff to better prepare and handle crowd control. Although pre-registration is not required, each event will be set up to capture member attendance and demographic information as visitors arrive.
- Technology- This year, ITSB will take a role in assisting our events with proper set up, computers and other equipment. This will allow our member to use CalPERS online to order materials and access other valuable resources. With this support, we plan to continue to reduce the amount of paper materials transported to these events and educate our members using information on-line.
- Larger facilities- We are moving all event locations off-site from our Regional Offices. These facilities will accommodate larger crowds and eliminate the impact to regular business at our Regional Office locations.
- Logistics- This year, the CSED has teamed up with the Constituent Relations Office, Conference Services Unit, to assist with event set up, facility coordination and travel. One of the many benefits to this partnership, is to decrease the impact to staff presenting at these events from the significant amount of set up and tear down responsibilities.

V. STRATEGIC PLAN:

This activity supports Enterprise-wide Strategic Plan Goal VII.

VI. COSTS:

The cost to provide the 2007 Retirement Planning Fairs, totaled approximately \$22,098. Staff compensation, travel, production material transportation, setup and tear down expenses, are not included. Marketing efforts were sponsored by the Office of Public Affairs. The costs associated with this year's Fairs will be tracked and accounted for as well.

Ron Kraft
Division Chief
Customer Service & Education Division

Kathie Vaughn
Assistant Executive Officer
Member and Benefit Services Branch

Attachments